What is claimed is:

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A method of providing information to a user/comprising:

collecting information at a first computer system;

organizing said information into a plural ty of first web-sites, each of said first web-sites being addressable by a unique Universal Resource Locator (URL) and having a physical location associated therewith;

providing one of said first web-sites to a user as a user web-site; and

selecting links to a plurality of said first web-sites for presentation on said user web-site based on a relationship between the physical locations associated with said first web-sites and the physical location associated with said user web-site.

2. The method of claim 1 further comprising:

accessing said user web-site by said user.

3. The method of claim 1 wherein said location associated with said user web-site is the physical location of a computer system of said user.

4. The method of claim 1 further comprising:
specifying the physical location associated with said user web-site by said user.

5. The method of claim 4 wherein the physical location associated with said user web-site is based on a current telephone number at which the user is located.

- 6. The method of claim 5 wherein said user specifies said physical location at a first time, the method further comprising:

 modifying said predetermined physical location by said user at a second time.
- 7. The method of claim 2 wherein the user's computer system is coupled to the first computer system via the Internet
- 8. The method of claim 7 wherein the user's computer system is coupled to the Internet via a telephone connection and said physical location is based on a location of said telephone connection.
- 9. The method of claim 1 further comprising:

 defining a local area relative to said physical location associated with said user's web-site such that the physical locations associated with said selected links to the plurality of first web-sites is in said local area.
- 10. The method of claim 9 wherein said local area is a circular area having a predetermined radius from the physical location associated with said user's web-site.
- 11. The method of claim 9 wherein said local area is a political area including said the physical location associated with said user's web-site



- 12. The method of claim 9 wherein said local area is a zip-code area including the physical location associated with said user's web-site.
- 13. The method of claim 9 wherein said local area is a square area including the physical location associated with said user's web-site.
- 14. The method of claim 9 wherein said local area is a circular area having a radius from said physical location associated with said user's web-site such that said circular area includes a threshold amount of entities.
- 15. The method of claim 14 wherein said entities are telephone number connection locations.

A method of providing information to a user comprising:

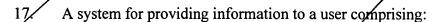
collecting information at a first computer system;

organizing said information into a plurality of first web-sites, each of said first web-sites being addressable by a unique Universal Resource Locator (URL) and having a physical location associated therewith;

providing one of said first yeb-sites to a user as a user web-site;

selecting links to a plurality of said first web-sites for presentation on said user web-site based on a relationship between the physical locations associated with said first web-sites and the physical location associated with said user web-site; and

accessing said user web-site by a second user.



a first computer system adapted to collect information and organize said information into a plurality of first web-sites, each of said first web-sites being addressable by a Universal Resource Locator (URL) and having a physical location associated therewith, said first computer system further adapted to provide one of said first web-sites to a user as a user web-site and present links to a plurality of said first web-sites on said user web-site based on a relationship between the physical locations associated with said first web-sites and the physical location associated with said user web-site.

- The system of claim 17 wherein said first computer system is adapted to define a local area relative to said physical location associated with said user's web-site such that the physical locations associated with said selected links to the plurality of first web-sites is in said local area.
- 19. The system of claim 18 wherein said local area is a circular area having a predetermined radius from the physical location associated with said user's web-site.
- 20. The system of claim 18 wherein said local area is a political area including said the physical location associated with said user's web-site
- 21. The system of claim 18 wherein said local area is a zip-code area including the physical location associated with said user's web-site.



- 22. The system of claim 18 wherein said local area is a square area including the physical location associated with said user's web-site.
- 23. The system of claim 18 wherein said local area is a circular area having a radius from said physical location associated with said user's web-site such that said circular area includes a threshold amount of entities.
- 24. The system of claim 23 wherein said entities are telephone number connection locations.
- collecting information at a first computer system from a merchant, said information being organized into a first web-site being addressable by a unique Universal Resource Locator (URL)

A method of performing a transaction comprising:

and having a physical location associated therewith; and

providing said information from said merchant to a user at a second computer system if said physical location is within a local area.

- 26. The method of claim 25 wherein said local area is a circular area having a predetermined radius from a predetermined physical location.
- 27. The method of claim 25 wherein said local area is a political area including a predetermined physical location.
- 28. The method of claim 25 wherein said local area is a zip-code area including a



predetermined physical location.

- 29. The method of claim 25 wherein said local area is a circular area having a radius from a predetermined physical location such that said circular area includes a threshold amount of entities.
- 30. The method of claim 29 wherein said entities are telephone number locations.
- 31. The method of claim 25 wherein said local area is a square area including the physical location associated with said user's web-site.
- 32. The method of claim 25 wherein said local area is a predetermined radius from a physical location of said second computer system.
- 33. The method of claim 25 further comprising:

 specifying a predetermined physical location by said user; and

 determining said local area based on said predetermined physical location.
- 34. The method of claim 33 wherein said user specifies said predetermined physical location at a first time, the method further comprising:

 modifying said predetermined physical location by said user at a second time.
- 35. The method of claim 25 wherein said second computer is coupled to the Internet via a



telephone connection and said local area is based on a location of said telephone connection.

36. The method of claim 25 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

37. The method of claim 26 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

38. The method of claim 27 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

39. The method of claim 28 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

40. The method of claim 29 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.



41. The method of claim 30 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

42. The method of claim 31 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.

43. The method of claim 35 further comprising:

billing said merchant when providing said information from the merchant to the second computer system.